

**Subject:** RE: 2017 Survey of Downtown Residents, Workers and Visitors  
**From:** Shane Phillips <sphillips@ccala.org>  
**Date:** 08/04/2017 09:14 AM  
**To:** Nick Griffin <ngriffin@downtownla.com>

Hey Nick,

These aren't questions, but I have a little input:

1. Is there a way to include a "back" button? Right now you can only go forward and if you make a mistake or reconsider something you're kinda stuck.
2. On the page with the questions about appreciating new retail, the left side is "strongly agree" rather than the right, which is more typical and the format used earlier in the survey. You may end up with some people answering "strongly disagree" when they mean to answer "strongly agree" (for example) if it's left as-is. There are one or two other pages where I noticed the same thing.

I like the question about what ZIP code people came from before moving to Downtown; maybe we can complement it with a question about whether their rent/mortgage went up/down/same? I'm not sure if that's precisely the right question to ask, but something along those lines. From my perspective this would be useful because it'd make the case that housing in Downtown is freeing up lower-priced housing in other parts of the city, and from your marketing perspective it could be useful in showing that people view moving to Downtown as an "upgrade" that they're willing to pay a premium for.



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**Shane Phillips**

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**From:** Nick Griffin [mailto:ngriffin@downtownla.com]

**Sent:** Thursday, August 03, 2017 5:01 PM

**To:** rena@fashiondistrict.org; ellen@southpark.la; geoyu28@aol.com; jkumamoto@aol.com; miguel@artsdistrictla.org; board@visittokyo.com; blair@historiccore.bid; elopez@centralcityeast.org

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**Subject:** 2017 Survey of Downtown Residents, Workers and Visitors

Hello fellow BIDsers,

As discussed at last week's meeting, we're doing an updated Survey of Downtown

Residents, Workers and Visitors this fall, and would like to get your input. An initial draft version of the survey is available [HERE](#).

Specifically, we would like your feedback on the following:

- 1) Additional topics / questions you would like to see addressed
- 2) Topics or demographics you'd like to see targeted in more detail in follow-up surveys
- 3) Strategies to increase participation and ways you and your BID can assist with promotion

For reference, the 2015 survey can be reviewed [HERE](#).

I'm happy to schedule time to discuss in more detail.

Thanks!

Nick

**Nicholas Ziff Griffin**

Vice President, Economic Development

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**Downtown Center Business Improvement District**

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